



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/15/12-08/21/12**

Contract / Revision **307733 /** Product **Romney for President, Inc.**

Original Date / Revision 08/13/12 08/13/12 Agency Com 15%

Advertiser **Romney / Republican / Presi**
Billing Contact
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact
138 Conant Street
Beverly, MA 01915
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **25**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	75	\$82,322.50	\$96,850.00	0.00
Totals	75	\$82,322.50	\$96,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/21/12	75	\$82,322.50	\$96,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	08/15/12	08/21/12	M-F 6-7a M-F 6-7a	CM	6-7a	2111---	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/15/12	08/21/12	2111---			5		\$1,800.00		0.00				
N 2	WPTV	08/15/12	08/21/12	M-F 7-9a M-F 7-9a	CM	7-9a	2222--	:30	10	\$2,500.00	P-2	0.00	NM	10	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/15/12	08/21/12	2222--			10		\$2,500.00		0.00				
N 3	WPTV	08/15/12	08/21/12	M-F 9-10a M-F 9-10a	CM	9-10a	1111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00



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Contract / Revision **307733** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **25**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	08/15/12	08/21/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$650.00		0.00			
N 4	WPTV	08/15/12	08/21/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$600.00		0.00			
N 5	WPTV	08/15/12	08/21/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	21111--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	21111--					6	\$500.00		0.00			
N 6	WPTV	08/15/12	08/21/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$350.00		0.00			
N 7	WPTV	08/15/12	08/21/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$600.00		0.00			
N 8	WPTV	08/15/12	08/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$1,000.00		0.00			
N 9	WPTV	08/15/12	08/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$1,000.00		0.00			
N 10	WPTV	08/15/12	08/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$2,000.00		0.00			
N 11	WPTV	08/15/12	08/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	1111---	:30	4	\$950.00	P-2	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	1111---					4	\$950.00		0.00			
N 12	WPTV	08/15/12	08/21/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$2,000.00		0.00			
N 13	WPTV	08/15/12	08/21/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S-					1	\$600.00		0.00			
N 14	WPTV	08/15/12	08/21/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S-					2	\$2,000.00		0.00			
N 15	WPTV	08/15/12	08/21/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$350.00		0.00			



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Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **25**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	08/15/12	08/21/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$350.00		0.00			
N16	WPTV	08/15/12	08/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$500.00		0.00			
N17	WPTV	08/15/12	08/21/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$1,000.00		0.00			
N18	WPTV	08/15/12	08/21/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$3,000.00		0.00			
N19	WPTV	08/15/12	08/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$600.00		0.00			
N20	WPTV	08/15/12	08/21/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$2,000.00		0.00			
N21	WPTV	08/15/12	08/21/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S-					1	\$3,000.00		0.00			
Totals														75	\$96,850.00